



Virginia Green Event Profile:



Broad Appetit Richmond, Virginia June 7, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green Events* have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Broad Appetit

Broad Appetit is a food festival in its second year that will be held on Sunday, June 7. "Once again the event will feature Richmond's finest chefs, restaurants, specialty food vendors, local farmers, growers and bakers. There will be all manner of cuisine (from local to international), food demonstrations, food competitions, children's activities, street performers, music and more."

CORE ACTIVITIES for Green Events

“☒” This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- The 17th Street Farmer's Market will be showcasing and utilizing one of their new composting barrels on-site.

☒ **Styrofoam elimination.** Events should eliminate the use of Styrofoam cups and plates. If disposables are used, these products that bio-based, made from recycled content, recyclable, and/or compostable. The organizers of this event pledge that:

- Use biodegradable "sporks", the half spoon/half fork utensil to minimize getting too many of either one
- Cups and plates made of corn.

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Purchase/use all paper products with a high recycled content.

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Event takes place outdoors in the middle of the street.

- No personal generators are allowed.
- Investigating a more clean power alternative to power the stage.
- Contract for environmentally-friendly, portable restrooms
- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- Encourage the use of mass-transit and/or carpooling to the event
- Purchase “Green Tags” or “Carbon Offsets” to offset the additional energy and/or environmental impacts resulting from the event
- Serve food items that are sustainable, organic or locally grown.
- Use non-bleached napkins or maintain a supply of cloth napkins
- Serve water in pitchers and glassware instead of bottles, consider bulk sodas, etc
- Avoid box lunches, use trays and platters of food to reduce waste
- The event is all about food and environment, education, locally grown produce, locally owned businesses, and fun.
- At every turn there will be locavore messaging and environmental tips.

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Try to quantify our greening efforts and will post estimates of the reduced environmental impacts

For more information on **Broad Appetit**, see www.broadappetit.com or contact **Tracey Leverty** at tracey@echelon-events.com or 804-305-0601.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

